

New in 2010!



Celebrating this year's theme, *Keen On Green*, a large tent on the games field features companies and non-profits who are innovating in "green" energy and other eco-friendly fields. Continuous displays and demonstrations will take place in the center of the pavilion throughout the day. Come learn about ways to lessen your impact on the planet and have some fun, too!



Bring your kids to Auditorium Park all day Saturday to enjoy this break-

through portable playspace conceived and designed by architect David Rockwell and donated to the City of Hastings by Kool-Aid. *Imagination Playground* encourages child-directed, unstructured free play. Giant foam blocks, mats, wagons, fabric and crates overflow with creative potential for children to play, dream, build and explore endless possibilities.



Dozens of Nebraska's most creative entrepreneurs will show and sell their products, including foods, art, tools, clothing and other unique items created by Nebraska businesses. The show is located in the

old Hastings Middle School just to the north of the games field on the downtown festival grounds on Saturday.



Calling all Kool-Aid Kids! Kool-Aid smiles are welcome and every smile is a winner. Celebrating tots and young kids with awards for Cutest Smile, Cutest Eyes, and Cutest Kid in four age categories. Kool Aid Best

Theme (Keen On Green), Kool-Aid Cutest Girl and Boy, and Most Photogenic (from submitted photos) will be awarded out of all categories. Every entrant receives a participation ribbon.



A Brand New Playground!

As part of Kool-Aid Days 2010, Kool-Aid is donating a playground to the City of Hastings through KaBOOM! Come to Lake Hastings on August 6th to help us build it and visit anytime during festival weekend to play on our wonderful new Hide 'n Seek playspace!



**Celebrate
Nebraska's
Official Soft
Drink at the
13th Annual**



Koncert Kool-Aid presents



**The Buddy Holly
Experience**

Starring Billy McGuigan

Brickyard Park

Saturday, Aug. 14th

7:30 pm

Back by popular demand, the critically acclaimed *Rave On!* brings Buddy and a seven-piece band back for a night of high-energy 50s rock 'n' roll. Admission FREE with any 2010 Kool-Aid Days Mug or T-shirt, or \$2.

Koncert Kool-Aid is made possible through the support of:



FESTIVAL SPONSORS:

Kool-Aid Mary Lanning Memorial Hospital
Hastings Tribune Quality Hotel & Convention Center
Russ's Market Nebraska Division of Travel & Tourism
Wells Fargo Nebraska Life Magazine
Runza Sullivan, Shoemaker, Witt & Burns Law Firm



**15 minutes south of Interstate 80!
2nd weekend in August each year
www.Kool-AidDays.com**

Kool-Aid is a registered trademark of KF Holdings



**Hastings, Nebraska
August 13-15, 2010**



Over 35 Events Throughout Hastings

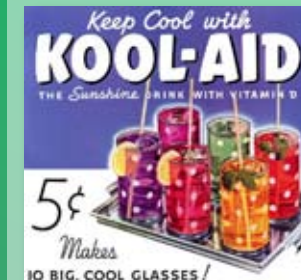
- World's Largest Kool-Aid Stand
- "Buddy Holly" Concert & Fireworks
- Kardboard & Jammers Boat Races
- Classic Car Cruise
- Kool-Aid Man

**FUN for
"Kids"
of All Ages!**



Kool-Aid History

In 1927, Edwin Perkins invented Kool-Aid in Hastings, Nebraska. The six original flavors were strawberry, cherry, lemon-lime, grape, orange and raspberry (Mr. Perkins' favorite). Kool-Aid was produced at 506-508 West 1st Street in Downtown Hastings. Perkins Products



were manufactured there until January of 1931. Nearly 80 years later, Kraft Foods owns Kool-Aid. Over 500 million gallons are consumed each year worldwide by "kids" of all ages!

**Friday: Jammers Boat Races – Aquacourt
Krazy for Kool-Aid – Pastime Lanes**

**Saturday: Grand Parade, Rides, Games,
Live Music, Festival Food, Kool-Aid Drinking Contest,
Green Pavilion & Entrepreneur Show – Downtown
"Buddy Holly" Koncert & Fireworks – Brickyard Park**



**Saturday & Sunday: \$3 Admission to Hastings Museum
and Kool-Aid: Discover the Dream exhibit
Sunday: Kardboard Boat Races – Lake Hastings Park**




Collect Kool-Aid Days commemorative mugs – only \$2 (\$4 color-changing, \$8 lighted, or \$10 water bottle)


and drink as much as you want of the fourteen flavors served at the **WORLD'S LARGEST KOOL-AID STAND!**




Kool-Aid Days Event Schedule

FRIDAY – AUGUST 13TH


Kool-Aid Jammers Boat Races  **Register by 4 PM/Races 5 PM**
Build a boat with Kool-Aid Jammers packets and Bursts bottles, then come to the Jammer Boat Races in the Lazy River at the City Aquacourt. (5- to 12-year olds only.)


Pastime Lanes Krazy for Kool-Aid*  **5–9 PM**
Events for the whole family, including Krazy Kart Races and Mini Golf Scramble. FMI: (402) 462-2695


SATURDAY – AUGUST 14TH


10th Annual Kool-Aid Classic Bicycle Tour*  **7 AM**
This 20, 40 or 65 mile tour travels scenic, paved roads around the Hastings area starting behind the Hastings Museum at Highland Park. FMI: (402) 463-1138

Kool-Aid Days Volkswalk*  **7–11 AM**
Scores of walkers travel 5K or 10K trails past historic sites, including the building where Kool-Aid was invented. FMI: (308) 384–0338

Nebraska's Entrepreneur Show  **8 AM–5 PM**
Dozens of Nebraska's most creative entrepreneurs will show and sell their products, including foods, art, tools and other unique items created by Nebraska businesses. FMI: (402) 460-0000


Hastings Farmers Markets*  **8 AM–NOON**
Area farmers gather in the Hastings City Building parking lot and behind Hastings Museum to offer the freshest of produce and homemade foods to festival attendees.


Child Identification Program (CHIP)*  **9 AM–5 PM**
Nebraska Freemason's Child Identification Program provides child identification file materials to parents, including DNA swabs. FMI: (402) 462–5813


Hastings Museum Family Fun & Special Exhibits*  **9 AM–8 PM**
Admission to the Hastings Museum is only \$3 with fun for the whole family, including *Tylosaurus: The T-Rex of the Cretaceous Sea*, *Kool-Aid: Discover the Dream* exhibit, and planetarium shows. Giant screen & 35mm films, too, with theater admission. FMI: (402) 461-4629 or (800) 508-4629


Kool-Aid Days Postal Cancellation  **9–11 AM**


Philatelists across the world send mail to be postmarked by the US Postal Service's Kool-Aid Days cancellation. Buy commemorative postcards and take them to the Post Office (300 N. Kansas). You can request the special postmark by mail for 30 days. Pre-cancelled postcards are available at the Collectibles booth in the auditorium on Saturday only.


Kool-Aid Days Grand Parade  **9:00 AM**
Marching bands and other units from all over Nebraska join the procession down Second Street in Downtown Hastings to kick off the biggest day of the festival and welcome Kool-Aid Man. Reviewing stand at Hastings Ave.


Opening Ceremonies  **10:00 AM**
Celebrities and special guests will officially open the festival. Kool-Aid Man will be there, too, to pour an official glass of the celebrated beverage.


The World's Largest Kool-Aid Stand  **10 AM–4 PM**
Buy a commemorative mug for \$2 or \$4 (color-changing) or \$8 (lighted) or a Kool-Aid Days stainless steel water bottle and drink as much as you want of 14 flavors of Kool-Aid!


The Kool-Aid Days Trolley  **10 AM–4 PM**
The Kool-Aid Days Trolley connects all downtown events, passing the building where Kool-Aid was invented and through Hastings' historic district with a docent from the Adams County Historical Society on board.


Downtown Live Mainstage Entertainment  **10 AM–4 PM**
The Downtown Mainstage features some of the finest professional and up-and-coming talent in Nebraska. Starring **The Nebraska Brass**, other featured performers for 2010 include The Maverick Band, and the cast of Hastings Community Theatre's upcoming production of *I Do! I Do!*

Kool-Aid Days Collectibles  **10 AM–4 PM**
Inside and outside the City Auditorium, you can buy T-shirts, tank tops, mugs, flying discs, postcards, koozies, magnets, buttons, and many more items commemorating the festival and Nebraska's Official Soft Drink!

Carnival Games & Face Painting  **10 AM–4 PM**
Classic carnival games newly revitalized for 2010, including Ring Toss, Bean Bag Toss, Fishing Pond, Kool Kaleidoscope, Kool-Aid Kreek, and several more. Face Painting, simple and complex by experienced artists.

Giant Inflatables & Kool-Aid Mini-Railroad  **10 AM–4 PM**
The field behind the Kool-Aid Stand and Lincoln Avenue are filled with giant inflatables for **kids and adults** to romp and climb, including **Laser Tag** and the brand new **4-Way Extreme Air Jump**. The Kool-Aid Mini-Railroad takes children on rides near the City Auditorium.

Kool-Aid Days Green Pavilion  **10 AM–4 PM**
Celebrating this year's theme, Keen On Green, a large tent on the games field features companies and non-profits who are innovating in "green" energy and other eco-friendly fields. Continuous displays and demonstrations throughout the day.


Imagination Playground  **10 AM–4 PM**
Bring your kids to Auditorium Park to enjoy this breakthrough portable playspace conceived and designed by architect David Rockwell and donated to the City of Hastings by Kool-Aid to encourage child-directed, unstructured free play. Giant foam blocks, mats, wagons, fabric and crates overflow with creative potential for children to play, dream, build and explore endless possibilities.

Non-Profit Org. & Fire Dept. Displays  **10 AM–4 PM**
Dozens of non-profit organizations display across the festival grounds.





Festival Food Vendors  **10 AM–4 PM**
Kettle Korn, Ice Cream, Funnel Cakes, BBQ, Sandwiches and more!


Kwickest Kool-Aid Drinking Contest Preliminaries  **10:30 AM**
With contestants in four age categories, the preliminaries of this contest are at the Kool-Aid Days Second Stage in Auditorium Park.

Kool-Aid CuteKid Contest  **NOON–1:30 PM (Registration at 11:30 AM)**
Babies and kids in four age categories compete for ribbons, prizes and bragging rights in this contest at the Kool-Aid Days Second Stage in Auditorium Park. FMI: (402) 469-7577

Connections to the Past Film  **1–3 PM**
Showings on the hour at the Hastings Public Library Auditorium of the Adams County Historical Society film telling Hastings' history through its architecture.


Shakespeare with Noodles (Children's Theatre)  **2 PM**
MiShMaSh (productions) take on Shakespeare's *Macbeth* performed with swimming noodles on the Kool-Aid Days Second Stage in Auditorium Park. A delightful theatre experience for kids of ALL ages!

7th Annual Kool-Aid Cruise of America*  **2 PM**
Hundreds of classic cars gather at Pastime Lanes and leave at 4:30 PM on a 10-mile cruise of the Hastings area, ending at Brickyard Park, the site of Konkert Kool-Aid. FMI: (402) 463–9844


Kwickest Kool-Aid Drinking Contest Finals  **3 PM**
Final heats and award ceremonies on the Downtown Mainstage with big prizes for contestants in four age categories.


*Independent event endorsed but not sponsored by Nebraska's Official Soft Drink Heritage Foundation




Koncert Kool-Aid  **20** **Park Opens 6:00 PM/Koncert at 7:30 PM**
Billy McGuigan returns in **Rave On! – The Buddy Holly Experience**. Cars from the Kool-Aid Cruise are on display and the World's Largest Kool-Aid Stand moves to the park. You can buy Kool-Aid Days Collectibles, Festival Foods and Face Painting. Admission **FREE** with any Kool-Aid Days 2010 mug or shirt OR \$2 (includes coupon for mug or discount on other Collectibles). **Fireworks** will follow.

SUNDAY – AUGUST 15TH

Kool-Aid Days Fun Run & Walk  **8 AM Registration/9 AM Run**
Starting at Lake Hastings, follow a 5K or 1 mile route past Kool-Aid Man's Hollywood Footprints at the Adams County Visitors Center.


Fun in the Sun Car Show*  **9 AM–4:30 PM**
Hundreds of classic cars gather at Pastime Lanes on Sunday to raise money for Nebraska High School Bowlers. FMI: (402) 462–2695

Kool-Aid Flying Disc Golf Tournament*  **10 AM**
The Hastings Dept. of Parks & Recreation hosts a tournament on their flying disc golf course at Lake Hastings. FMI: (402) 461–2324

Hastings Museum*  **10AM–4:30 PM**
The Museum repeats all of its events from Saturday, plus free Kool-Aid and special activities inside and outside from 11 am–1 pm!

The Kool-Aid Days Trolley  **1 PM–6 PM**
The trolley connects the Hastings Museum, Lake Hastings, and extra parking at Hastings High School.

THOR Kool-Aid Days Model Rocket Launch  **1–3 PM**
The Heartland Organization of Rocketry demonstrates state-of-the-art model rockets. We'll also be having a free raffle for FlisKit rocket kits!

Kool-Aid Kardoard Boat Races  **1–6 PM**
The Kool-Aid Kardoard Boat Races sail Lake Hastings. Trophies will be awarded in many categories, including "Most Spectacular Sinking." Boats go on display at 1 PM and race heats begin at 3 PM with awards ceremony to follow. Free Kool-Aid Singles and bottled water, too!

